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(L78 AND ((ANONYMOUS OR SECRET\$) SAME (IDENTIF\$ OR ID))).USPT.	19

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Search:

L81

Refine Search

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Set
Name Query
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Hit
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result
set

DB=USPT; PLUR=YES; OP=ADJ

L81 L78 and ((anonymous or secret\$) same (identif\$ or id)) 19 L81

L80 L78 and (anonymous or secret\$) 84 L80

L79 L78 and (709/225).ccls. 7 L79

L78 (track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and 181 L78
(internet adj2 site\$) and (habit\$)

L77 L61 and L43 6 L77

DB=JPAB; PLUR=YES; OP=ADJ

L76 L61 and L43 0 L76

L75 (track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and 0 L75
(internet adj2 site\$) and (habit\$)

L74 L61 and (235/375).ccls. 0 L74

L73 L61 and 370/1\$.ccls. 0 L73

L72 L61 and (705/16).ccls. 0 L72

L71 L68 and 709/2\$.ccls. 0 L71

L70 (track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and 9 L70
(internet adj2 site\$)

DB=DWPI; PLUR=YES; OP=ADJ

L69 (track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and 0 L69
(internet adj2 site\$) and (assign\$4 same substitut\$4)

L68 (track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and 216 L68
(internet adj2 site\$)

DB=TDBD; PLUR=YES; OP=ADJ

L67 (track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and 2 L67
(internet adj2 site\$)

DB=EPAB; PLUR=YES; OP=ADJ

L66 (track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and 17 L66
(internet adj2 site\$)

L65 (access\$4 or locat\$4) same (database or data base) same (past or history) and 0 L65
(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and
(internet adj2 site\$) and (assign\$4 same substitut\$4)

L64 (access\$4 or locat\$4) same (database or data base) same (past or history) and 0 L64
(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and
(internet adj2 site\$) and (email or e mail or e-mail or electronic mail) and
(track\$4 same activit\$4) and (assign\$4 same substitut\$4)

DB=USPT; PLUR=YES; OP=ADJ

L63 L61 and (705/14).ccls. 7 L63

L62 (access\$4 or locat\$4) same (database or data base) same (past or history) and 3 L62
(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and
(internet adj2 site\$) and (email or e mail or e-mail or electronic mail) and
(track\$4 same activit\$4) and (assign\$4 same substitut\$4)

L61 (access\$4 or locat\$4) same (database or data base) same (past or history) and 42 L61
(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and
(internet adj2 site\$) and (email or e mail or e-mail or electronic mail) and
(track\$4 same activit\$4)

<u>L60</u>	(access\$4 or locat\$4) same (database or data base) same (past or history) and (track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and (internet adj2 site\$) and (email or e mail or e-mail or electronic mail)	128	<u>L60</u>
<u>L59</u>	(anonymous same identifier\$) and L55	0	<u>L59</u>
<u>L58</u>	(anonymous adj identifier\$) and L55	0	<u>L58</u>
<u>L57</u>	(anonymous adj identifier\$) and L56	0	<u>L57</u>
<u>L56</u>	L55 and (709/224).cccls.	10	<u>L56</u>
<u>L55</u>	L54 and 709/2\$\$cccls.	43	<u>L55</u>
<u>L54</u>	(access\$4 or locat\$4) same (database or data base) same (past or history) and (track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and (internet adj2 site\$)	162	<u>L54</u>
<u>L53</u>	(access\$4 or locat\$4) same (database or data base) same (past or history)	2380	<u>L53</u>
<u>L52</u>	L50 and (709/225).cccls. and (track\$4 same interac\$4)	2	<u>L52</u>
<u>L51</u>	L50 and (709/225).cccls.	12	<u>L51</u>
<u>L50</u>	L48 and 709/2\$\$cccls.	223	<u>L50</u>
<u>L49</u>	L48 and 709/2\$\$cccls.	223	<u>L49</u>
<u>L48</u>	(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) same \$3interac\$4 and (internet adj2 site\$)	671	<u>L48</u>
<u>L47</u>	L46 and (Internet near site\$)	17	<u>L47</u>
<u>L46</u>	site\$ same L45	40	<u>L46</u>
<u>L45</u>	track\$4 same user\$ same internet same \$3interac\$4	153	<u>L45</u>
<u>L44</u>	L43 and L42	20	<u>L44</u>
<u>L43</u>	determine\$ same (display adj3 conten\$)	1123	<u>L43</u>
<u>L42</u>	track\$4 same user\$ same internet	1324	<u>L42</u>
<u>L41</u>	6,029,195.pn.	1	<u>L41</u>
<u>L40</u>	L38 and (anonymous or secret\$)	84	<u>L40</u>
<u>L39</u>	l38 and 709/225.ccls.	7	<u>L39</u>
<u>L38</u>	(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and (internet adj2 site\$) and (habit\$)	181	<u>L38</u>
<u>L37</u>	l21 and l3	6	<u>L37</u>
<i>DB=JPAB; PLUR=YES; OP=ADJ</i>			
<u>L36</u>	l21 and l3	0	<u>L36</u>
<u>L35</u>	(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and (internet adj2 site\$) and (habit\$)	0	<u>L35</u>
<u>L34</u>	L21 and 235/375.ccls.	0	<u>L34</u>
<u>L33</u>	L21 and 370/1\$\$cccls.	0	<u>L33</u>
<u>L32</u>	L21 and 705/16.ccls.	0	<u>L32</u>
<u>L31</u>	L28 and 709/2\$\$cccls.	0	<u>L31</u>
<u>L30</u>	(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and (internet adj2 site\$)	9	<u>L30</u>
<i>DB=DWPI; PLUR=YES; OP=ADJ</i>			
<u>L29</u>	(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and (internet adj2 site\$) and (assign\$4 same substitut\$4)	0	<u>L29</u>

<u>L28</u>	(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and (internet adj2 site\$)	216	<u>L28</u>
	<i>DB=TDBD; PLUR=YES; OP=ADJ</i>		
<u>L27</u>	(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and (internet adj2 site\$)	2	<u>L27</u>
	<i>DB=EPAB; PLUR=YES; OP=ADJ</i>		
<u>L26</u>	(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and (internet adj2 site\$)	17	<u>L26</u>
	(access\$4 or locat\$4) same (database or data base) same (past or history) and		
<u>L25</u>	(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and (internet adj2 site\$) and (assign\$4 same substitut\$4)	0	<u>L25</u>
	(access\$4 or locat\$4) same (database or data base) same (past or history) and		
<u>L24</u>	(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and (internet adj2 site\$) and (email or e mail or e-mail or electronic mail) and (track\$4 same activit\$4) and (assign\$4 same substitut\$4)	0	<u>L24</u>
	<i>DB=USPT; PLUR=YES; OP=ADJ</i>		
<u>L23</u>	L21 and 705/14.ccls.	7	<u>L23</u>
	(access\$4 or locat\$4) same (database or data base) same (past or history) and		
<u>L22</u>	(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and (internet adj2 site\$) and (email or e mail or e-mail or electronic mail) and (track\$4 same activit\$4) and (assign\$4 same substitut\$4)	3	<u>L22</u>
	(access\$4 or locat\$4) same (database or data base) same (past or history) and		
<u>L21</u>	(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and (internet adj2 site\$) and (email or e mail or e-mail or electronic mail) and (track\$4 same activit\$4)	42	<u>L21</u>
	(access\$4 or locat\$4) same (database or data base) same (past or history) and		
<u>L20</u>	(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and (internet adj2 site\$) and (email or e mail or e-mail or electronic mail)	128	<u>L20</u>
<u>L19</u>	(anonymous same identifier\$) and L15	0	<u>L19</u>
<u>L18</u>	(anonymous adj identifier\$) and L15	0	<u>L18</u>
<u>L17</u>	(anonymous adj identifier\$) and L16	0	<u>L17</u>
<u>L16</u>	L15 and 709/224.ccls.	10	<u>L16</u>
<u>L15</u>	L14 and 709/2\$\$ccls.	43	<u>L15</u>
	(access\$4 or locat\$4) same (database or data base) same (past or history) and		
<u>L14</u>	(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) and (internet adj2 site\$)	162	<u>L14</u>
<u>L13</u>	(access\$4 or locat\$4) same (database or data base) same (past or history)	2380	<u>L13</u>
<u>L12</u>	L10 and (709/225).ccls. and (track\$4 same interac\$4)	2	<u>L12</u>
<u>L11</u>	L10 and (709/225).ccls.	12	<u>L11</u>
<u>L10</u>	L8 and 709/2\$\$ccls.	223	<u>L10</u>
<u>L9</u>	L8 and 709/2\$\$ccls.	223	<u>L9</u>
<u>L8</u>	(track\$4 or control\$4 or monitor\$4 or mark\$4) same (user\$ or client\$) same \$3interac\$4 and (internet adj2 site\$)	671	<u>L8</u>
<u>L7</u>	L6 and (Internet near site\$)	17	<u>L7</u>
<u>L6</u>	site\$ same L5	40	<u>L6</u>

<u>L5</u>	track\$4 same user\$ same internet same \$3interac\$4	153	<u>L5</u>
<u>L4</u>	L3 and L2	20	<u>L4</u>
<u>L3</u>	determine\$ same (display adj3 conten\$)	1123	<u>L3</u>
<u>L2</u>	track\$4 same user\$ same internet	1324	<u>L2</u>
<u>L1</u>	6,029,195.pn.	1	<u>L1</u>

END OF SEARCH HISTORY

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Generate Collection

Print

L22: Entry 2 of 3

File: USPT

Aug 19, 2003

DOCUMENT-IDENTIFIER: US 6609104 B1

TITLE: Method and system for accumulating marginal discounts and applying an associated incentive

Detailed Description Text (94):

These limits are all specified by the user during system configuration. The CALL MANAGER limits are used to override the normal customer status response to a verification request when any DWT Frequency/\$Amount CALL MANAGER limit is exceeded by the current check transaction. As an alternative to using the Purge limits for deleting customer records with a specified (by status) degree of obsolescence, these limits can be used to roll a POSITIVE or any other status back to CAUTION if the specified Reset/CAUTION interval between check transactions (defined by the corresponding Purge limit) has passed. In addition to these limits, the system control file contains various system information.

Detailed Description Text (283):

After testing the user flags, the next operation in building a response for a verify request is to test the CALL MANAGER limits (760) for the customer's status and DWT data. The DWT Frequency/\$Amount CALL MANAGER limits appropriate for the customer's status are read from the system control file and compared with DWT Frequency and \$Amount from the customer record. If any CALL MANAGER limit is exceeded, CALL MANAGER RESPONSE is built (764) regardless of status. If no limits are exceeded, the normal response for that status is built (762).

Detailed Description Text (450):

A more sophisticated embellishment of that concept is to track the consumption rate per customer ID, so that the store knows what the single woman living alone consumption rate is for clothes washing detergent vis-a-vis the family of seven. Because for each there is a different buying cycle to be sure, but also there is a different consumption rate. It is the consumption rate that is very important to determine, not the buying cycle, because the buying cycle is largely determined or influenced by what size is bought. The woman living alone might have a 8 month buying cycle because she buys a tub of clothes washing detergent but uses very little. So, if the store obtains the consumption rate of a product group, then the store can obtain a much more refined criteria by which to judge the individual ID or customer ID or individual household. The store or manufacturer of a product can thus structure an inducement based on the customer's consumption rate. It may be inappropriate to give the single woman an inducement 50.cent. off a 5 lb. can of Folgers when that is a two year supply for her. So, it is important to establish the consumption rate for an individual ID and or household and then set up a criteria with respect to an individual manufacturer's product group. While a customer is consuming from this general group of products, "X" amount per week, the customer is detected as consuming very little of a particular manufacturer's product. The store can then incent that customer because he is an infrequent customer to the particular product. The incentive can be based on something that is appropriate to the customer's consumption rate. It can be an incentive on a big size if the customer is a big user, or a small size if the customer is a small user. The present system can thus determine and distribute an individualized, personalized, custom-tailored, inducement based on individualized consumption rate monitoring.

Detailed Description Text (506):

Household #1's consumption shown in Table 14 was tracked for 10 weeks and found to average 17 ounces per week of the overall PRODUCT TYPE (all bakery type snack items), but averaged only 4 ounces per week of BRAND A. This 24% consumption falls short of the preset criteria for infrequency and falls into a Coupon "A" Level 3 as shown in Table 11. Additionally, referring to Table 12, the 20 ounce package size will be used for incentives to this household. Table 15 shows the initial offering to Household #1 and the following weeks of activity. Note the initial offering is 60.cent. OFF the 20 ounce package of BRAND A. This offering was arrived at based on the "Deal" indicated in Table 11 (25% OFF for Level 3) applied to the list price indicated in Table 12 (\$2.50 fore the 20 oz. package) rounded to the nearest 5.cent.. The scenario for Household #1 is that every following week this customer redeems the 60.cent. OFF coupon and therefore receives that same incentive until the program runs out (5 trips).

Detailed Description Text (547):

Incentive and electronic register system 326 operates to generate a list of incentives that may be provided to a customer utilizing customer personal computer 322. The particular incentives presented to a customer utilizing customer personal computer 322 may be determined according to a variety of techniques, including those described above, such as utilizing a customer's past purchasing history as a basis for generating incentives. The incentives are provided to web site 324 where, in one example, they are available for viewing by the customer through customer personal computer 322. This provision of incentives may incorporate providing, for example, HTML text for viewing by a user of customer personal computer 322. As another example, an electronic mail may be sent to an address associated with customer personal computer 322, or a user of customer personal computer 322, or other suitable customer. These example techniques for providing incentives are also applicable to additional embodiments described below.

Detailed Description Text (575):

FIG. 52 is a flow chart illustrating a process for providing incentives to customers of a store who visit a computer site associated with the store, such as through the Internet. The process illustrated in FIG. 52 may be implemented using the system shown in FIG. 48A, or other suitable systems. The process begins at a step 2. At a step 4, a customer of a store connects to an Internet site associated with a store, such as web site 324. For example, a customer at home may access an Internet world wide web location maintained by a grocery store through a personal computer and a telephone line. At a step 6, the identification of the customer connected to the incentive web site is determined. Identification of the customer may be performed according to a variety of techniques, examples of which are described in greater detail in connection with FIG. 57B. A customer identification number may be associated with the identified customer.

Detailed Description Text (576):

At a step 10, the customer is presented with a list of incentives that are available to the customer by, for example, web site server 324. The list may be presented to the customer by providing the list in a readable format on the customer's computer screen, or in other suitable formats. Transmitting an electronic mail letter is an example of presenting the customer with a list of incentives. At a step 18, a list of incentives communicated to the customer through the web site is provided to an incentive controller associated with one or more particular stores, such as incentive controller 352. According to the illustrated embodiment, the list of incentives communicated to the customer at step 18 is automatically provided to an incentive controller once the incentives are communicated to the customer, regardless of any subsequent action by customer. Alternatively, only specific incentives accepted by the customer through the computer are provided to an incentive controller.

Detailed Description Text (581):

After an identification for the customer logged onto the incentive web site is determined, the customer's record is accessed in a database of previous customer shopping history at step 8. According to one embodiment, such a database is stored in incentive controller 340; however, other suitable storage locations may be used. This record may be accessed utilizing a customer number associated with the identification of the customer. At a step 10, the past purchasing history of the customer is analyzed. The customer's past purchasing history may be obtained and stored as described above or through other suitable techniques. The analysis of the customer's past purchases is performed by incentive controller 340; however, other suitable systems may be used, including an incentive controller dedicated to web site 324.

Detailed Description Text (587):

After an identification for the customer logged onto the incentive web site is determined, the customer's record is accessed in a database of previous customer shopping history at step 8. This record is accessed utilizing a customer identification number associated with the identification of the customer. At a step 10, the past purchasing history of the customer is analyzed. At a step 12, based upon the analysis of step 10, a determination is made as to the category of the customer. The category of the customer is determined based upon the customer's past purchasing history.

Detailed Description Text (590):

At a step 16, the customer is presented with a list of incentives that are available to the customer if the customer purchases products associated with those incentives at, or from, the store. The list may be presented to the customer by providing the list in a readable format on the customer's computer screen, such as by transmitting an electronic mail message or providing appropriate text on the associated web site.

Detailed Description Text (594):

After the identify of the customer logged onto the incentive web site is determined, the customer's record is accessed in a database of previous customer shopping history at a step 8. This record is accessed utilizing a customer number associated with the identity of the customer. Methods for ascertaining the identity of a customer accessing a computer associated with the store are described in greater detail in conjunction with FIG. 57A. At a step 10, the past purchasing history of the customer is analyzed. Such analysis may be performed by incentive controller 340 or other suitable system, as described above.

Detailed Description Text (613):

With reference to FIG. 57A, a process for providing an automatic discount in a store is described. This process may be implemented with the systems illustrated in FIGS. 19 through 21 and 49 through 51, or other suitable systems. The process begins at a step 2. At a step 4, the identification of a customer is determined. Step 4 may be accomplished in a plurality of ways. For example, the identity of the customer is determined by the entering of a customer identification number, reading of information from a customer identity card, reading of information on a check presented by the customer, reading of information on a credit or debit card presented by the customer, asking the customer for a telephone number or other indicia of identity of the customer, fingerprinting, retinal scans, image recognition, and voice recognition of the customer. These example identification methods are described in greater detail in conjunction with FIG. 65 and above in conjunction with FIGS. 23B, 23C, and 24. At a step 6, records in a database associated with the customer are accessed. In one embodiment, the shopping history of a particular customer is stored along with a customer identification number.

Detailed Description Text (622):

The method described in FIG. 57B is in many respects analogous to the method

described in conjunction with FIG. 57A and begins with step 2. At a step 3, a customer accesses a computer site associated with the store. This may be accomplished by, for example, accessing a world wide web Internet site operated by the store. The customer may access such site by, for example, use of a home personal computer that is connectable to the Internet. At a step 4, the identification of a person who accessed computer site at step 3 is determined. This identification may include any of the applicable identification methods described above, including voice recognition, but may also include the customer entering a customer number, customer name, customer phone number, or customer address. In addition, the identification of the person accessing the web site may be determined through other techniques, such as cookies. When a computer accesses a web site, the web server can pass the connecting computer an identification token known as a cookie. The computer stores this cookie, and when asked for the contents of this cookie from the web server in future visits, the web server can use the cookie contents as an ID to enable an automatic identification of the computer. As another example, the customer may be identified by identifying a chip used in or with the customer's computer.

Detailed Description Text (640):

The process begins at step 2. At a step 3 a customer accesses a computer site associated with the store, such as a web site. At a step 4, a determination is made of the identification of the person accessing the computer site at step 3. At a step 6 the customer's records are accessed in the database of previous shopping history, and at a step 8, the comparison of the customer's prior shopping history is made with one or more criteria. As described above in conjunction with FIG. 58A, step 8 may also be preformed at other suitable times.

Detailed Description Paragraph Table (15):

Step Description 3 Beginning a process being flowed. 5 Check is taken for tendering purchase at retail store. 6 Scanning device is used to read the MICR code from the bottom of the check. 8 MICR code must now be parsed for meaningful data. ANSI standards specify the following field locations within MICR band: Amount field 1-12 On Us 14-31 Transit 33-43 Auxiliary On Us 45-64 9-10 Use transit field for the first part of the customer's ID number. 12 The check's sequence number (which matches the number on the top right hand corner of the check) must be located in order to determine the customer's bank checking account number. 13-16 A variable length, dynamic TRANSIT CODE TABLE is maintained on disk for checks that cannot be successfully parsed. The index key for this table is the bank's transit number. Included for each table entry are the beginning and ending positions of the sequence number within the MICR band. The system will prompt the operator for the sequence number if it cannot determine its location within the On Us field, and then add the entry to the TRANSIT CODE TABLE. The modifications to the TRANSIT CODE TABLE and/or the TABLE may be maintained and downloaded from another computer. 20-22 Data in the Auxiliary On Us field, otherwise indicated in the TRANSIT CODE TABLE, is the check sequence number. This would indicate that all data in the On Us field make up the customer's bank account number. 25-27 Parse On Us field. Use any data within positions 13 through 32 as the On Us field. Discrete numbers are usually divided with 2 or more spaces or the ANSI On Us character. Embedded single spaces and the ANSI MICR dash are removed from within said discrete numbers. 28 Test for number of discrete numbers parsed from the On Us field. 30-33 If one or more than three discrete numbers are located in the On Us field, the sequence number is either not present or is embedded in such a way that its location cannot be determined. The operator enters the sequence number including any leading zeros. The system can then determine the relative position of the sequence number in the On Us field and stores this as an additional entry to the TRANSIT CODE TABLE. 37-39 If two discrete numbers are located in the On Us field, unless otherwise indicated in the TRANSIT CODE TABLE, the number with the lesser value is the check sequence number, and the number with the greater value is the customer's checking account number. 41-45 If three discrete numbers are located in the On Us field, unless otherwise indicated in the TRANSIT CODE TABLE, the number with the greatest value

is the customer's checking account number. The smallest value in the Transaction Processing Code and is appended to the end of the checking account number. The middle value is the check sequence number. 51 Once the bank's transit number and customer's checking account number are parsed from the MICR band, they are extracted and combined (transit number followed by account number) to form the customer's unique checking account ID. 52-54 This ID is used as the primary key for a customer database on disk indexed by checking account ID. In this database building process, the key is passed to the processor and the database is searched by checking account ID key. 57-63 If a record exists in the database for the customer with this checking account ID, the completeness of predetermined identification criteria is checked and the result is signaled back to the operator. 67-68 If no record exists, one is created for this checking account ID and the operator is signaled the record is incomplete of predetermined identification criteria. 70-71 If signaled to do so, operator enters additional information from off of the face of the check. The updated record is rewritten in the database. 73 Shopping event and dollars spent is recorded in order to build a shopping history for each customer's record.

Detailed Description Paragraph Table (17):

Step Description 3 Beginning of process being flowed. 6 Check is taken for tendering purchase at retail store. 7 Once the bank's transit number and customer's checking account number are parsed from the MICR band, they are combined (transit number followed by account number) to form the customer's unique checking account ID. This ID is used as the primary key for a customer database on disk indexed by checking account ID. 8-15 If a record exists in the database for the customer with this checking account ID, the completeness of predetermined identification criteria is checked out and the result is signaled back to the operator. Shopping event and dollars spent are recorded in order to build a shopping history for each customer's record. 19-20 If no record exists, one is created for this checking account ID and the operator is signaled the record is incomplete of predetermined identification criteria. 21-27 Shopping event and dollars spent are recorded over a period of time sufficient in length to get a good representation of the store's customer base. 33 Create an empty TARGET FILE for writing records of customer's who have not shopped this store since a preselected shopping date. 34 Read FIRST record from the store's database of customer's check information and related shopping history. 37-38 Locate customer's LAST SHOPPING DATE from customer's shopping history and compare with said preselected shopping date. 40-44 If this customer's LAST SHOPPING DATE is prior to said preselected shopping date, write this record to said TARGET FILE of customer's who have not shopped this store since a preselected shopping date. 47-49 Read the NEXT record from said store's database of customer's check information and related shopping history. If END OF FILE marker is found then proceed to step 50, otherwise LOOP back up to step 37. 50 Said TARGET FILE now contains a list of the store's customers who have not shopped this store since a preselected shopping date, and may be used for targeted marketing such as mailings.

Detailed Description Paragraph Table (18):

Step Description 3 Beginning of process being flowed. 5 Check is taken for tendering purchase at retail store. 6 Once the bank's transit number and customer's checking account number are parsed from the MICR band, they are combined (transit number followed by account number) to form the customer's unique checking account ID. This ID is used as the primary key for a customer database on disk indexed by checking account ID. 7-14 If a record exists in the database for the customer with this checking account ID, the completeness of predetermined identification criteria is checked and the result is signaled back to the operator. Shopping event and dollars spent are recorded in order to build a shopping history for each customer's record. 18-19 If no record exists, one is created for this checking account ID and the operator is signaled the record is incomplete of predetermined identification criteria. 23-26 Shopping event and dollars spent are recorded over a period of time sufficient in length to get a good representation of the store's customer base. 27 Create an empty TARGET FILE for writing records of customer's who last shopped this

store within a preselected shopping date range. 33 Read FIRST record from the store's database of customer's check information and related shopping history. 36-37 Locate customer's LAST SHOPPING DATE from customer's shopping history and compare with said preselected shopping date range. 39-43 If this customer's LAST SHOPPING DATE falls within the range of said preselected shopping date range, write this record to said TARGET FILE of customer's who have last shopped this store within a preselected shopping date range. 46-48 Read the NEXT record from said store's database of customer's check information and related shopping history. If END OF FILE marker is found then proceed to step 49, otherwise LOOP back up to step 36. 49 Said TARGET FILE now contains a list of the store's customers whose LAST SHOPPING DATE falls with a preselected shopping date range.

Detailed Description Paragraph Table (24):

Step Description 60 If no account number from payment medium or shopping card: 61 Clerk obtains customer's phone number. 62 If no phone number obtained, GOTO 122 63 Clerk enters phone number into AP/M which is sent to the controller. Controller builds a CASH account key based on phone number and accesses this record. GOTO 67. 64 A customer database resides on the mass storage device of the CVC controller. This database is keyed on an account number and contains shopping history based on past visits to the store. Controller searches customer database for account's record. 65 If account is not found: 66 Account is added to customer database. 67 A secondary database resides on the mass storage device of the CVC controller. This database contains shopping history based on visits to OTHER stores within a network of grocery stores. This prevents stores in a network from incenting customers from each other. Controller searches secondary database for account's record. 68 If account has record(s) in secondary database: 69 History from customer database and secondary database are merged. 70 While products were scanned for this customer account, a holding workspace was built to hold any matches from products scanned in the BCTT as described in steps 1-10. Access first item from this holding workspace. 71 If an item is accessed from the holding workspace: 72 The controller maintains for each account number a list of items (ITEM LIST) that the customer has purchased from the BCTT. This ITEM LIST retains information such as: Total purchases Last purchase information including date and quantity. A running purchase frequency reflecting the average days between each purchase. Update ITEM LIST to reflect this purchase. 73 Access next item from holding workspace. GOTO 71.

Detailed Description Paragraph Table (47):

Step Description 1 Store and maintain a history of previously purchased products for each ID. This is accomplished by capturing UPC data as it is scanned by the UPC reader, matching the UPC with products contained in the Bar Code Tracking Table (BCTT), and, if a match exists in the BCTT, recording the purchase in a database that links product purchase history with individual ID's. 2 The list of products stored and maintained in Step #1 may potentially be used as incentives for a customer. An analysis is made to determine which products would be best suited for incenting the customer each time that customer's ID is received. If sufficient data has been recorded in the short term, a consumption rate analysis (2a-2e) is performed to further identify which products would be best suited as incentives. These products make up an "Incentive List" and are prioritized by incentive value in the following manner: 2a A consumption rate analysis is performed based on historical product purchases. Non-perishable products that may typically be consumed over a period of more than one week are analyzed to determine the rate in which they are consumed for each ID. 2b If there is not enough recent shopping data for this ID, then GOTO 2e. 2c This consumption rate is compared with the date of last purchase so that a prediction of next purchase may be made. A priority value is assigned for each product based on the product's anticipated next purchase date (i.e., if a next purchase is past due, the priority is increased, and if the product was just purchased and the estimated next purchase date is a month off, the priority is decreased). For example, assume ID #12345 buys a 16 ounce package of Brand A decaf coffee in automatic drip filters an average of every four weeks, and the last purchase date shown was 20 days ago. If the system should need to incent

this customer for any reason, a discount on a 16 ounce package of Brand A coffee in automatic drip filters (since historically the system has predicted that this customer will buy the product in approximately 8 days) would most likely be used. 2d Finally, an "incentive rating" is stored for each product in the BCTT that represents the store's perception of the product as an incentive. The priority value is adjusted based on this "incentive rating". For example, milk, bread, and soda may be high consumption products for many people, but since these items are commonly loss leaders available at a steep discount at most grocery stores, they may not be best suited as incentives. Therefore, these items would carry a lower "incentive rating" that would decrease the priority value. Conversely, items with very high profit margins such as bakery and deli items may be very attractive to grocers as incentives. These items would carry a higher "incentive rating" and therefore increase the priority value. 2e End of Incentive List process 3 Tables containing the "value of incentives" for varying levels of infrequency to a store, department, product group, and/or product are stored and maintained on line. Logically, the value of incentives is directly related to the level of infrequency, i.e., a higher incentive going to a frequency of one activity in eight weeks versus four activities in eight weeks. Increasing values are also available in varying levels in the event that the customer does not respond. 4 An ID entered at the point-of-sale is determined to fall short of a preset level of infrequency. An incentive program utilizing the methods discussed in #1 through #3 begins. 5 Fields in the ID's record used for incentive program tracking are initialized and the beginning of the incentive program is recorded. 6 The table discussed in #3 is accessed and the value of incentives to dispense is determined. 7 A value formula designed by the store is used to arrive at a combination of product, brand, unit size and number of units necessary to satisfy a preselected total value of incentive. The incentive will utilize those products that meet a frequent purchasing history criteria as a basis for promotion. 8 The incentive list for this ID is accessed in order of decreasing priority values. Using unit costs stored in the BCTT, coupons are created and dispensed until the "value of incentives" is met in accordance with the parameters of the value formula for the particular store. Should the number of incentives fall short of this "value of incentives", default items or "dollars off next purchase" are substituted. All of these incentives are contingent on a future transaction. 9 Monitor the transactions for this ID subsequent to the issuance of the incentives. 10 Establish a response criteria to determine if further incentive is necessary. 11 If the customer falls short of this response criteria, GOTO 11; otherwise, GOTO 12. 12 It is evident that the prior incentives were insufficient for motivating the customer to respond. The "value of incentive" will now be increased as determined by the tables discussed in #3. GOTO 7. 13 The customer demonstrated that the prior incentives were sufficient for achieving a desired response. If the program is complete, GOTO 13; otherwise, GOTO 7. 14 END OF PROCESS

Other Reference Publication (49):

"MICR 101", Xerox Internet Site, 1998 (excerpts, 20 sheets).

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☐ 1. Document ID: US 6625581 B1

L23: Entry 1 of 7

File: USPT

Sep 23, 2003

US-PAT-NO: 6625581

DOCUMENT-IDENTIFIER: US 6625581 B1

TITLE: METHOD OF AND SYSTEM FOR ENABLING THE ACCESS OF CONSUMER PRODUCT RELATED INFORMATION AND THE PURCHASE OF CONSUMER PRODUCTS AT POINTS OF CONSUMER PRESENCE ON THE WORLD WIDE WEB (WWW) AT WHICH CONSUMER PRODUCT INFORMATION REQUEST (CPIR) ENABLING SERVLET TAGS ARE EMBEDDED WITHIN HTML-ENCODED DOCUMENTS

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequence	Attachment	Claims	KWIC	Draw De
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☐ 2. Document ID: US 6611811 B1

L23: Entry 2 of 7

File: USPT

Aug 26, 2003

US-PAT-NO: 6611811

DOCUMENT-IDENTIFIER: US 6611811 B1

TITLE: Method and system for accumulating marginal discounts and applying an associated incentive upon achieving threshold

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequence	Attachment	Claims	KWIC	Draw De
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☐ 3. Document ID: US 6609104 B1

L23: Entry 3 of 7

File: USPT

Aug 19, 2003

US-PAT-NO: 6609104

DOCUMENT-IDENTIFIER: US 6609104 B1

TITLE: Method and system for accumulating marginal discounts and applying an associated incentive

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequence	Attachment	Claims	KWIC	Draw De
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☐ 4. Document ID: US 6519571 B1

L23: Entry 4 of 7

File: USPT

Feb 11, 2003

US-PAT-NO: 6519571

DOCUMENT-IDENTIFIER: US 6519571 B1

TITLE: Dynamic customer profile management

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequence	Attachments	Claims	KWMC	Draw De
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☐ 5. Document ID: US 6516302 B1

L23: Entry 5 of 7

File: USPT

Feb 4, 2003

US-PAT-NO: 6516302

DOCUMENT-IDENTIFIER: US 6516302 B1

TITLE: Method and system for accumulating marginal discounts and applying an associated incentive upon achieving one of a plurality of thresholds

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequence	Attachments	Claims	KWMC	Draw De
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☐ 6. Document ID: US 6374228 B1

L23: Entry 6 of 7

File: USPT

Apr 16, 2002

US-PAT-NO: 6374228

DOCUMENT-IDENTIFIER: US 6374228 B1

TITLE: Rebate advertising system in use with moving objects

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequence	Attachments	Claims	KWMC	Draw De
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☐ 7. Document ID: US 6317718 B1

L23: Entry 7 of 7

File: USPT

Nov 13, 2001

US-PAT-NO: 6317718

DOCUMENT-IDENTIFIER: US 6317718 B1

TITLE: System, method and article of manufacture for location-based filtering for shopping agent in the physical world

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequence	Attachments	Claims	KWMC	Draw De
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L26: Entry 1 of 17

File: EPAB

Oct 9, 2003

PUB-NO: WO003082399A2

DOCUMENT-IDENTIFIER: WO 3082399 A2

TITLE: ELECTRICAL STIMULATOR AND MODULAR ELECTRICAL STIMULATION SYSTEM

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstracts	Attachments	Claims	KWMC	Draw De
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☐ 2. Document ID: GB 2386792 A

L26: Entry 2 of 17

File: EPAB

Sep 24, 2003

PUB-NO: GB002386792A

DOCUMENT-IDENTIFIER: GB 2386792 A

TITLE: Wireless interactive broadcast system

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstracts	Attachments	Claims	KWMC	Draw De
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☐ 3. Document ID: WO 3043287 A1

L26: Entry 3 of 17

File: EPAB

May 22, 2003

PUB-NO: WO003043287A1

DOCUMENT-IDENTIFIER: WO 3043287 A1

TITLE: INTERNET ACCESS SYSTEM AND METHOD

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstracts	Attachments	Claims	KWMC	Draw De
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☐ 4. Document ID: EP 1300780 A1

L26: Entry 4 of 17

File: EPAB

Apr 9, 2003

PUB-NO: EP001300780A1

DOCUMENT-IDENTIFIER: EP 1300780 A1

TITLE: Web Browser System

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstracts	Attachments	Claims	KWMC	Draw De
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☐ 5. Document ID: FR 2829258 A1

L26: Entry 5 of 17

File: EPAB

Mar 7, 2003

PUB-NO: FR002829258A1

DOCUMENT-IDENTIFIER: FR 2829258 A1

TITLE: Method for monitoring and analyzing access frequencies to Internet sites so that user profiles can be modified as a function of their browsing, while site definitions can be modified according to visitor characteristics

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Abstract	Claims	KMMC	Draw De
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☐ 6. Document ID: EP 1282271 A1

L26: Entry 6 of 17

File: EPAB

Feb 5, 2003

PUB-NO: EP001282271A1

DOCUMENT-IDENTIFIER: EP 1282271 A1

TITLE: Interactive information delivery terminal and method of operating an interactive information delivery system

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Abstract	Claims	KMMC	Draw De
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☐ 7. Document ID: WO 3005171 A1

L26: Entry 7 of 17

File: EPAB

Jan 16, 2003

PUB-NO: WO003005171A1

DOCUMENT-IDENTIFIER: WO 3005171 A1

TITLE: TEACHING DEVICE ON THE INTERNET WITH SINGLE INSCRIPTION

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Abstract	Claims	KMMC	Draw De
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☐ 8. Document ID: EP 1274235 A2

L26: Entry 8 of 17

File: EPAB

Jan 8, 2003

PUB-NO: EP001274235A2

DOCUMENT-IDENTIFIER: EP 1274235 A2

TITLE: Television system

Full	Title	Citation	Front	Review	Classification	Date	Reference	Abstract	Abstract	Claims	KMMC	Draw De
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☐ 9. Document ID: WO 2098044 A2

L26: Entry 9 of 17

File: EPAB

Dec 5, 2002

PUB-NO: WO002098044A2

DOCUMENT-IDENTIFIER: WO 2098044 A2

TITLE: METHOD AND SYSTEM FOR DIRECTING USERS OF A PUBLIC INFORMATION NETWORK TO SPECIFIC CONTENT LOCATIONS

Full	Title	Citation	Front	Review	Classification	Date	Reference	Attachments	Claims	KWMC	Draw De
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☐ 10. Document ID: WO 2061548 A2

L26: Entry 10 of 17

File: EPAB

Aug 8, 2002

PUB-NO: WO002061548A2

DOCUMENT-IDENTIFIER: WO 2061548 A2

TITLE: SYSTEM AND METHOD FOR MAKING FINANCIAL UPDATES AND TRACKING TAX STATUS OVER A COMPUTER NETWORK

Full	Title	Citation	Front	Review	Classification	Date	Reference	Attachments	Claims	KWMC	Draw De
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☐ 11. Document ID: WO 2054200 A2

L26: Entry 11 of 17

File: EPAB

Jul 11, 2002

PUB-NO: WO002054200A2

DOCUMENT-IDENTIFIER: WO 2054200 A2

TITLE: METHOD AND SYSTEM FOR PARENTAL INTERNET CONTROL

Full	Title	Citation	Front	Review	Classification	Date	Reference	Attachments	Claims	KWMC	Draw De
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☐ 12. Document ID: EP 1175062 A2

L26: Entry 12 of 17

File: EPAB

Jan 23, 2002

PUB-NO: EP001175062A2

DOCUMENT-IDENTIFIER: EP 1175062 A2

TITLE: Web interface to an input/output device

Full	Title	Citation	Front	Review	Classification	Date	Reference	Attachments	Claims	KWMC	Draw De
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☐ 13. Document ID: FR 2800888 A1

L26: Entry 13 of 17

File: EPAB

May 11, 2001

PUB-NO: FR002800888A1

DOCUMENT-IDENTIFIER: FR 2800888 A1

TITLE: Method and system for adapting the page contents of an Internet web site server, supplying Hyper Text Markup Language pages (HTML), to a format selected by a remote user

Full	Title	Citation	Front	Review	Classification	Date	Reference	Attachments	Claims	KWMC	Draw De
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☐ 14. Document ID: EP 1089519 A2

L26: Entry 14 of 17

File: EPAB

Apr 4, 2001

PUB-NO: EP001089519A2

DOCUMENT-IDENTIFIER: EP 1089519 A2

TITLE: Method and system for integrating wireless and Internet infrastructures to facilitate higher usage of services by users

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequence	Attachment	Claims	KWIC	Draw De
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☐ 15. Document ID: DE 19855154 A1

L26: Entry 15 of 17

File: EPAB

Jun 8, 2000

PUB-NO: DE019855154A1

DOCUMENT-IDENTIFIER: DE 19855154 A1

TITLE: Electronic device for internet transmission of video signals has video interface, processor and modem in common housing for loading video information onto home web page of selected internet web site

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequence	Attachment	Claims	KWIC	Draw De
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☐ 16. Document ID: WO 9909744 A1

L26: Entry 16 of 17

File: EPAB

Feb 25, 1999

PUB-NO: WO009909744A1

DOCUMENT-IDENTIFIER: WO 9909744 A1

TITLE: INTERACTIVE MENU

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequence	Attachment	Claims	KWIC	Draw De
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☐ 17. Document ID: WO 9802828 A2

L26: Entry 17 of 17

File: EPAB

Jan 22, 1998

PUB-NO: WO009802828A2

DOCUMENT-IDENTIFIER: WO 9802828 A2

TITLE: METHOD AND SYSTEM FOR ALLOCATING COSTS IN A DISTRIBUTED COMPUTING NETWORK

Full	Title	Citation	Front	Review	Classification	Date	Reference	Sequence	Attachment	Claims	KWIC	Draw De
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